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# Style Guide: Visual Presentations

Conference  
& Exhibition  
**20 - 23 MAY**

## Australian Energy Producers Conference & Exhibition

We are pleased to announce that in line with the relaunch of the association in September 2023, the Australian Petroleum Production & Exploration Association's (APPEA) highly regarded annual Conference and Exhibition will now be known as the Australian Energy Producers Conference & Exhibition.

Whilst we have had a name change, the goals of the Conference & Exhibition remain the same. These are to bring together the leading energy producers, explorers, innovators, researchers, suppliers and decision makers from across Australia and the world to share the latest research, technology and innovations.

[Read more about the Australian Energy Producers.](#)

## Visual Presentations

One of the most popular parts of the Australian Energy Producers Conference & Exhibition is the extensive Visual Presentation series which is part of the Technical & Business Program.

Due to the importance of presenting at the Australian Energy Producers Conference & Exhibition, the Technical Program Committee provide the presenters and delegates alike with a Visual Presentation experience.

For some topics, a visual presentation is an invaluable and effective way to get a message across clearly and concisely. A visual presentation allows delegates to digest material at their own speed.

This is not your average conference poster presentation for the following reasons:

- Gallery style set up
- Presented in a prominent position in the Australian Energy Producers Exhibition
- A dedicated "Meet The Author" session on Wednesday, 22 May
- Opportunity to provide a printed or digital presentation
- Publish either a Peer-Reviewed Paper or Extended Abstract associated with the visual presentation in *The APPEA Journal* or Supplement 1, based on the paper format.
- Publish the Visual Presentation in *The Australian Energy Producers Journal* (2024) Supplement 2

Images of the presentation area from previous conferences can be viewed [here](#).

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## Deadlines

1 March 2024	Format (either printed or digital) of <b>visual display</b> advised (see section 5)
26 April 2024	Submit your <b>final visual presentation</b> (PDF or digital)

Failure to meet the final visual presentation submission deadline will result either in 1) the removal of your visual presentation from the Australian Energy Producers Conference & Exhibition, or 2) a late printing fee.

Please refer to the *Australian Energy Producers Conference & Exhibition Style Guide: Peer-Reviewed Papers and Extended Abstracts* for the applicable deadlines for the paper deadlines.

## Communications

Please include your name, the title of your Peer-Reviewed Paper or Extended Abstract, and the reference number assigned to your text when communicating with:

**General Query** of your Peer-reviewed Papers and/or Extended Abstracts

Dr Steve Mackie

Australian Energy Producers 2024 Technical Program Committee Chair

*The Australian Energy Producers Journal* Editor-in-Chief

[TPCChair@energyproducers.au](mailto:TPCChair@energyproducers.au)

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**Submission** or **publishing** of your Peer-reviewed Papers and/or Extended Abstracts

Philippa Tolmie

CSIRO Publishing, Australian Energy Producers Journal – Editorial Assistant

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**Logistical** conference details

Belinda Tilling

Australian Energy Producers, Technical & Business Program Liaison

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## Copyright and License to Publish

Presentation at Australian Energy Producers Conference & Exhibition in May 2024 and publication in *The Australian Energy Producers Journal* requires authors to complete, sign and return the Australian Energy Producers Conference & Exhibition Copyright and License to Publish form by 31 December 2023. This license allows copyright for the material to remain with the author/s and grants a license for Australian Energy Producers and CSIRO Publishing to publish the material in *The Australian Energy Producers Journal* or its supplements. The form will be provided to all successful submissions upon acceptance.

Please note: this form also gives consent to place the PowerPoint presentation/s or Visual Presentation/s in Supplement 2 of the 2024 volume of *The Australian Energy Producers Journal*.

Authors must have permission from all copyright holders for third party material that is used in their presentation and papers. Such permission is required in writing. Third party material includes – but is not limited to – any illustrations, photographs, tables or other material, including data, audio, video, other publications or websites. Authors may be charged a fee by the copyright holder for such reuse. Further information on reuse of third-party material is provided in **Appendix 1**.

Authors should also be aware of other legal issues involved in the production and presentation of papers, extended abstracts and presentations. These include the laws of the Commonwealth of Australia and those of Australia's States and Territories related to libel, slander, defamation and misleading and deceptive conduct.

## Awards

Awards will be judged and presented at the Australian Energy Producers Conference & Exhibition including:

- Alan Prince Award (Best Peer-Reviewed Paper)
- Best Extended Abstract
- Best Oral Presentation
- Best Visual Presentation

The Best Oral Presentation Award is judged by conference delegates, and approved by the Technical Program Chair, whilst the other three awards are judged by the Technical Program Committee. All four awards will be presented during the final plenary session on Thursday, 23 May 2024. All award results are final.

## Format of Visual Presentations

There are two options for the format of the visual presentation at the Australian Energy Producers Conference & Exhibition:

- Printed: Card-based
- Digital: Screen-based\*

Regardless of the visual presentation format:

- All visual presentation will be hung in art gallery style by Australian Energy Producers and will be on display for the duration of the Australian Energy Producers Conference & Exhibition.
- Hardcopy presentations are NOT required to be prepared or brought to the conference by the authors.
- Visual presentations should not be a reproduction of the written Extended Abstract or Peer-Reviewed Paper.

Both formats will have a prepared header that will include:

- Presentation title
- Presenter's name
- Presenter's company affiliation including a colour logo
- Presenter headshot/photo

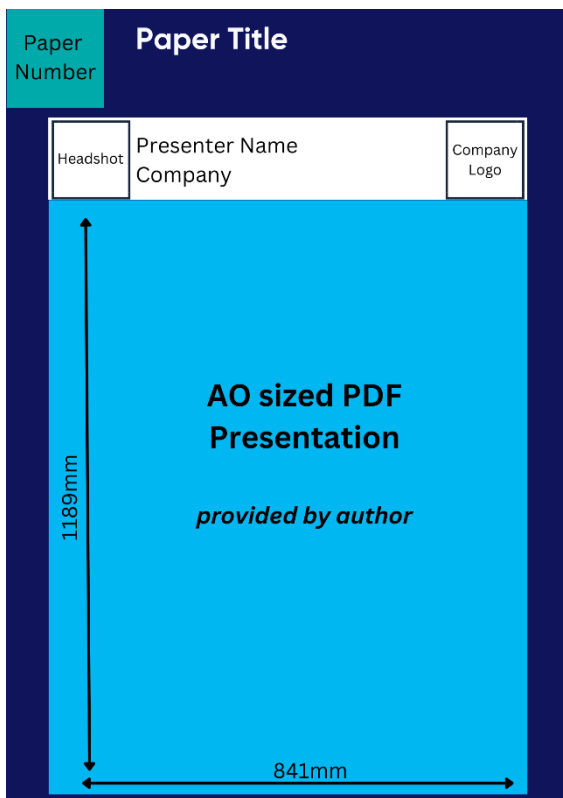
\*fees apply

### Printed: Card-based

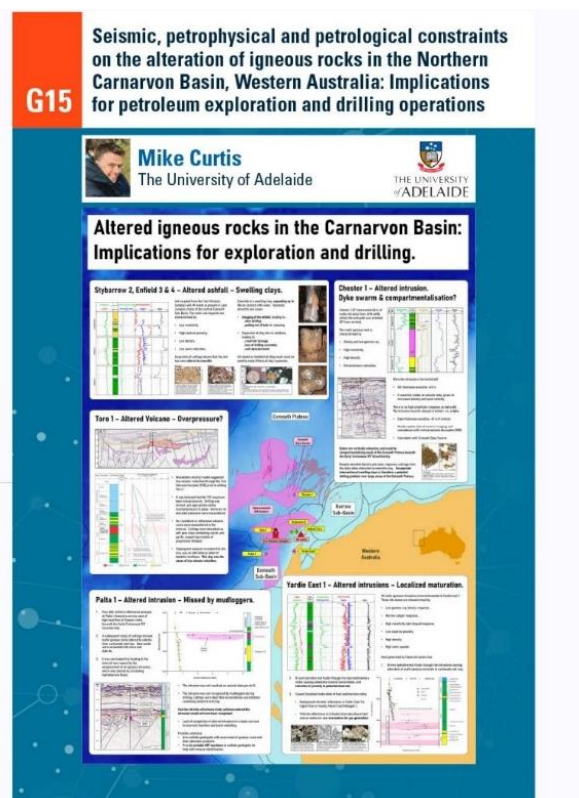
- Portrait PDF design created by the authors
- Printed by Australian Energy Producers
- No additional cost

### Specifications

- A combination of text and graphics
- Must fit on one page
- Portrait format - A0 size, 841mm wide x 1189mm high
- Artwork to be provided as high resolution (at least 300dpi) PDF



Layout explained



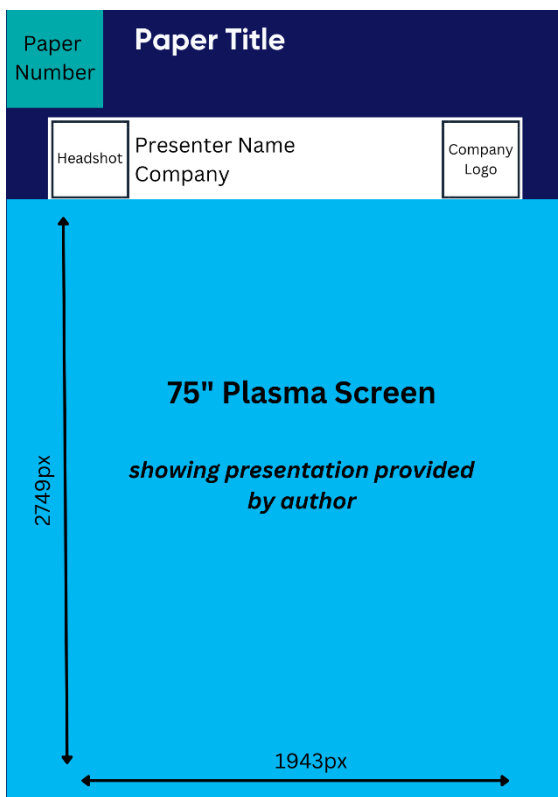
An example from a previous conference

### Digital: Screen-based

- Digital presentation created by the authors
- To be displayed on a plasma (or similar) screen, on continual loop
- Additional cost of \$1,300 per presentation

### Specifications

- No restrictions of text, graphics, videos or static displays
- No restrictions on the length
- Portrait format - A0 size, (1:1.4142)
- Screen's resolution is Full HD 1943px wide × 2749px high (75" screen)
- to be supplied in one of the below formats:
  - PowerPoint (any version)
  - video in a Windows Media Video (WMV) format
  - an Adobe Flash format



*Layout explained*



*An example from a previous conference*

## Presentation Inclusions

All visual presentations must be produced to Australian Energy Producers formatting specifications. Each presentation should include:

- an abstract/introduction
- annotated displays of information
- conclusions

Visual presentations should not be a reproduction of the written Extended Abstract or Peer-Reviewed Paper.

Authors who are new to the visual presentation format should build the presentation around the main points discussed in their text, as is done for PowerPoint slides for an oral presentation. These points can be displayed in key panels and accompanied by explanatory text (like that spoken in an oral presentation) that further develops each panel.

Australian Energy Producers Conference & Exhibition recommends authors work with a graphics designer in the preparation and production of their visual presentations, to give their visual presentations a professional look.

## Guidelines for Visual Presentations

### Printed: Card-based

Printed visual presentations do not have the same restraints as slideshows. Visual presentations can display a great deal of information and, if necessary, the audience can view the information up close, allowing people to read finer detail. Design remains an important consideration and, while simplicity is not quite as necessary as it is with slides, boldness and colour are very useful. Properly designed visual presentations speak for themselves.

Overall, the flow of information should complement the way people read. English speakers read from left to right, top to bottom. Designs that ignore reading flows risk confusing and losing readers.

### Columns

Dividing your visual presentation into columns to present segments of text and illustrations is an effective way to order material. Do not make the columns too wide or the reader will find it difficult to find his or her way back to the beginning of the next line. Using a single column may be difficult to read; two or three columns are easier to follow and can easily fit into a visual presentation layout.

### White space

Do not be afraid to leave some white space between items or segments of text. White space can help draw attention to a particular part of your visual presentation, and—if used well—can increase the overall attractiveness of the design. Too much information crammed into a space can confuse readers and reduce comprehension.

### Section devices: arrows, numbers and borders

Make it easy for the reader to follow idea development. Devices such as arrows, or numbering for sections, usually helps move a reader from one step to the next.

Where a visual presentation is likely to be text heavy, information should also be communicated, where possible by the use of arrows, graphs, photos, graphics, tables (although it is recommended that these be converted to other forms, such as graphs), and by putting subsidiary points or lists in text boxes.

Borders or a common background colour can group text and illustrations that belong together. Readers tend to understand content more easily when reading black text on light-coloured backgrounds. In text boxes, the text and headings should be black and the background colour should be a light tint of about 10 - 15 per cent.

## Text

Body text should be readable from about one metre away. It is recommended that text be at least 24 pt in size (although it depends on the font used) and should be a serif font, such as Times New Roman, to increase readability. Heading and subheading text is best as a sans serif font, such as Arial Narrow or Condensed, Gill Sans or Helvetica.

You should choose two or three fonts for the text in your visual presentation (body text, headings, captions, etc.). The use of bold and italic variants can be effective. Any more than two or three fonts risks distracting the reader; it interferes with getting your message across.

NB: Visual presentations work best when there is a mix of visual elements to attract the eye. A guide for a low-text visual presentation, would be 300–600 words.

## Text-heavy visual presentations

For those authors preparing a text-heavy visual presentation (700–1000 words), the following are some suggestions to help improve its readability and look.

- Edit thoroughly — your text needs to be clear and concise, pared down to the bones of your work and broken up into logical segments under a hierarchy of headings. Try not to use jargon.
- Use graphics where possible — convert text and data to graphics (e.g. pie charts, graphs, etc.) where possible. Tables can be difficult to read, so presenting the data in a graph can improve the audience's comprehension.
- Use lists — express arguments in bullet points or numbered lists rather than paragraphs where possible.
- Use devices such as sidebars and breakouts — break-up a text-heavy layout using devices such as sidebars (extracts of some text from the main body of the visual presentation) and breakout boxes (information, usually boxed or otherwise set apart, that supplements the main thrust of the presentation). Examples of a sidebar and a breakout box can be found below. These devices should be placed after the words have appeared in the body text of your presentation so as not to distract the reader with a point that does not yet fit into the development of ideas.

### Example sidebar



Posters work best when there is a mix of visual elements to attract the eye.

## Digital: Screen-based

A mixture of elements including text and graphics, animations and videos, and audio can be used and will be displayed on a continuous loop throughout the conference. The duration of a digital visual presentation is not limited to a certain time.

Each slide should contain one main idea or argument. If a slide is cluttered, readers can get confused or lose interest. Also take into consideration the varied speeds at which your audience will read and comprehend information. It is also helpful to include slide numbers so the readers know where your presentation begins and ends.

## Editing

Thoroughly edit your visual presentation to ensure the content (text and graphics) is free of errors. Editing visual presentations is just as important as creating good design.

When editing, look for:

- spelling errors, which can be distracting to readers
- punctuation and grammar errors, which can sometimes alter the meaning of the text
- cluttered sentences, which could confuse readers
- disordered design, which could affect the overall message of your visual presentation.

## Submission of the Final Visual Presentation

Final card-based or screen-based visual presentations must be uploaded to a secure Dropbox folder. The exact link will be provided to you by **Friday, 12 April 2024**. The final visual presentation must be submitted by **Friday, 26 April 2024**.

Prior to being submitted to Australian Energy Producers, files should be

- saved in one folder and compressed (as a .ZIP file)
- saved with your reference number and the lead author/presenter's name e.g. AJ16001\_Jane Smith on all files
- run through a computer virus detection program

*Please note, your files cannot be seen by other delegates.*

### Printed: Card-based

Files required:

- PDF of your visual presentation, in a high-resolution file
- Presenter's headshot/photo in .JPG format (300dpi)
- Presenter's company logo in either .EPS or .AI format

### Digital: Screen-based

Files required:

- Your visual presentation in your preferred format, as listed under 5.2
- Word document listing
  - if your visual presentation includes any audio or video footage
  - what format your visual presentation is saved in
- Presenter's headshot/photo in .JPG format (300dpi)
- Presenter's company logo in either .EPS or .AI format

## Onsite *Meet the Authors'* Session

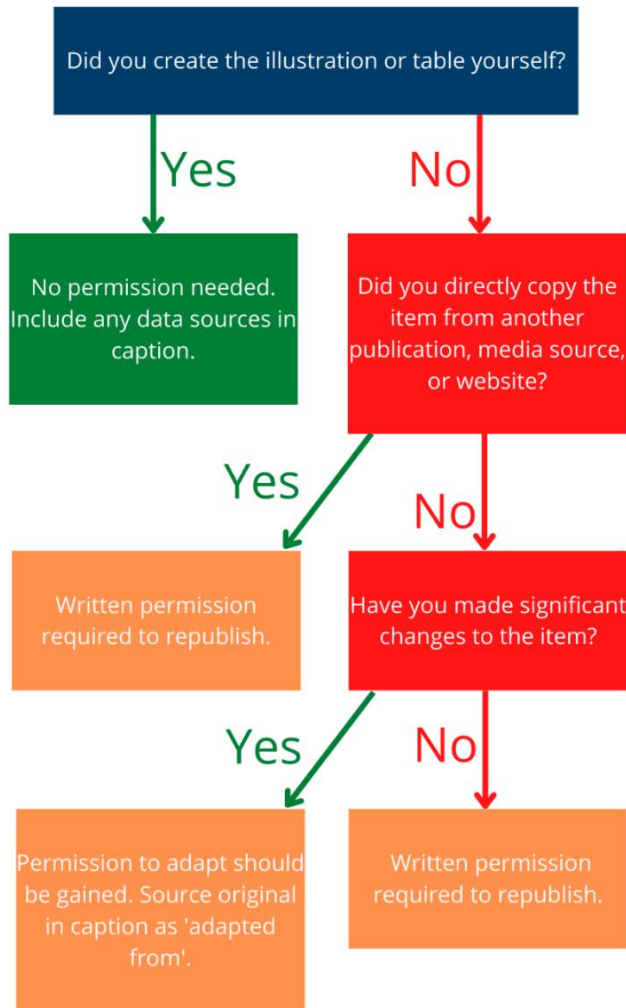
The Australian Energy Producers Conference & Exhibition **Meet the Authors'** session is scheduled for Wednesday, 22 May at 12:45pm – 1:45pm in the Visual Presentation Area of the Australian Energy Producers Exhibition. This is an opportunity for visual presentation authors to discuss their presentations, answer questions, and discuss issues with conference delegates.

## Disclaimer

The information within this style guide is correct at time of publication, 17 October 2023.



## Appendix 1. Reuse of Third-Party Material



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